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1. (Amended) A method for utilizing a product code having product information contained therein for interfacing over a network, comprising the steps of:
extracting the product information from the product code, which product code is disposed on or in close association with an associated product; and
5 in automatic response to the step of extracting, assembling a message packet associating network routing information with the extracted product code information, thereby enabling the interfacing over the network.

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2. (Amended) The method of Claim 1, wherein the product code comprises machine readable code.

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9. (Amended) The method of Claim 1, wherein the step of associating the network routing information with the product information in response to the step of extracting comprises the steps of:

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5 accessing a remote location on the network from the user's location at which the product information is extracted;

transmitting the product information to the remote location over the network;

10 comparing the product information with an associative database having stored therein associations with a plurality of product information and associated routing information and determining if there is a match;

if there is a match, returning the routing information to the location at which the product information was extracted for assembly into the message packet.